

AN ANALYSIS OF ADDRESSING TERM IN USED IN THE *LOVE ROSIE* MOVIE

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Abstract – This research discussed about the use of addressing terms in the movie of “Love Rosie”. The focused of this research was to find types of addressing terms and factors in using the addressing terms. The theoretical basis referred to Chaika (1982) and Wardhaugh (2006). The writers used the descriptive qualitative method. To find the data, the writers used the library research. The results of this study indicated that there were seven types of addressing terms and three factors of using the addressing terms found in “Love Rosie” movie script. The seven types of addressing terms were the use of name, title, combination of title and name, kinship, close relationship (intimacy), and mockery. While three factors of using the addressing terms were the occupational hierarchy, gender and degree of intimacy. Moreover, the writers found the phenomenon of language that made the conversation become more familiar through the usage of addressing terms

Keywords: types of addressing terms, factors in using addressing terms, Love Rosie.

I. INTRODUCTION

People use language to communicate to each other in their daily life. Communication is an effective way to express people minds, feelings, and thoughts. Through communication they can interact and build relationship with others. However, to communicate effectively is not as easy as it seems. An effective communication can only be reached if each participant can understand thoughts, feelings, and desires of each other. Patterning is one of the examples of problems in communication. It can create problems because sometimes people do not aware of the fact that it occurs at all levels of communication.

Sociolinguistics is one branch of linguistics study. Linguistics is the study of language. It is mostly concerned with the study of structure of language. Many definitions of sociolinguistics taken from experts but generally sociolinguistics can be defined as the relationship between the use of language and the social community. Stockwell in

Widiatmaja (2014) says, “Sociolinguistics is the branch of linguistics which investigates the relationship between language and society.” Thus, that sociolinguistic is a study that studies the relationship between language and society. It can be concluded that sociolinguistic is the studies about the relationship between language and society, how language is as a communication tool used in the society environment by considering the culture of the user language.

The relationship between language and society is important, in everyday life, the language is used as a tool to communicate with each other in the social life with different cultural characteristics in the society. According to Wardhaugh (2015), “Sociolinguistics is the study of our everyday lives, how language works in our casual conversations and the media we are exposed to and the presence of societal norms, policies, and laws which address language.” It is clear that sociolinguistic is a study about daily life and also how the language is used in social life, when people use language as a tool of

communication in the society then the linkage of language with the presence of societal norms, policies, and laws which address language is an important part in the use of the language itself.

A phenomenon that is influenced by patterning in communication is the use of address terms. Address terms is also known as the way people call or address someone else. Wardhaugh (2006) states there are various ways on how people address others such as by using title, first name, last name, etc. The choice of certain types of address terms is reflected in the condition of the speaker. For example the use of the title such as "Doctor" or "Professor", to address other people indicates the least intimate between the speaker and the addressee. It can be concluded that the speaker and the addressee do not know each other and do not have close relationship.

He adds that the uses of the address terms are influenced by social status or rank of other, gender, age, family relationship, occupational hierarchy, race, and degree of intimacy (2006). This phenomenon proves that patterning in communication has a great influence, especially in the use of address terms. Every language has its own way in using the address terms since language cannot be separated from the society where the language exist. People who do not belong to the same society will find it difficult to understand the basic rules of how to use the addressing terms of other language. Moreover, in daily life people know at least two kinds of language namely spoken and written language. Those types of language also have a great effect in the way people understand the message which other people want to deliver.

This is also explained by Holmes in Resita (2015), "Sociolinguistics is the study concern with a relationship between language and the context in which it is used, why people say something in different ways and to identify the social functions of language and the ways its used to convey social meaning." In this case, sociolinguistics is very closely related to the use of language and the context in which it is used. For example talking with older people, the younger people will speak politely with formal language. In the contrast the younger talks with their friend then they talk in the informal language. This example explains that the language will change according to the context in which it is used.

Every language shows the social characters of the communication and it can shows the relation between the speaker or addressees. Addressing terms is one of the important tools of communication which is used in society. Kinds of basic rules of the addressing terms are social class, age, sex, profession, marital status, politeness and other related aspect. The speaker uses addressing terms to call the person who involved in the conversation.

People should understand the language, social and cultural values of the society. They tend to think of politeness just a matter of saying "please" in making request and saying "thank you" when someone does something for us or gives us what we want. These phenomena prove that patterning in communication has a great influence, especially in the use of address terms.

Every society has their own way in conducting communication and every language shows the social character of the speaker or address. It also can show the relationship between them. Addressing terms is one of the important communication tools used in society.

Generally, address term can be words or phrases calls or terms to someone in a conversation. A term of address may be friendly unfriendly or neutral, respectful, disrespectful, or comradely. Braun in Moghaddam (2013) defines, "The term as a means of "initiating contact." He indicates that address terms often designate the interlocutors, but not necessarily, since their literal and lexical meanings can differ from or even contradict the addressee's personal and social features. Thus, the addressing term uses to initiate the contact to other person. It often differs from literal and lexical meanings.

A number of people generally do addressing someone before starting conversation. Calling someone's name is the most common way of addressing. The phenomena that addressing term can indicate the level of politeness in daily conversation. These phenomena not only appear in our daily life, but, it can also be represented in a movie. Therefore, the writers encourage to conduct a research dealing with address terms used in a movie manuscript. The writers are interested in choosing this topic of the research with consideration that analyzing addressing.

There are some classifications in using addressing terms. Wardhaugh in Khalik (2013) says, "There are many ways to address someone, they are Title (T), First Name (FN), Last Name (LN), Nickname (N) and some combination of these (title first name or title last name). He states that addressing term is the way to call someone by using the name and also the title, the nickmane, and some combination of this. Besides, he also explains in Resita (2015), "The person must consider about the classification of addressing tems, such addressing using name, addressing of closing relationship intimate terms, addressing of kinship terms, addressing of respectful term even addressing of mockeries." It means that addressing terms have several classifications such as addressing using name, addressing of closing relationship intimate terms, addressing of kinship terms, addressing of respectful term even addressing of mockeries.

A. The Types of Addressing Terms

Based on Wardhaugh (2006) and Chaika (1982), there are types of the addressing terms. According to Chaika (1982), many types of address terms that people can use to address other people. adds, the types of address terms are first name (FN), title and last name (TLN), title only (T), and last name (LN). Special nicknames (SN) are also often used among close friends. Similarly with Chaika's notion, Wardhaugh (2006:268) states that the types of address terms are by title (T), by first name (FN), by last name (LN), by a nickname (N), by some combination of these (e.g., title and last name-TLN). Both two theories from the experts will be explained more detail as follows:

1. Addressing Using Name

In addressing using name, the speaker uses name to address in conversation. There are five classifications using name of addressing terms such as:

a. Title (T)

It means that a speaker addresses his/her interlocutor only by his/her title, such as *Professor*, *Doctor*. We use a title *Dr* or *Prof* in more formal situations. *Dr* or *Prof* title is only used to determine the ranks of occupation. The use of *Dr* or *Prof* can be encountered in an official situation in use when the speaker knows the social status or work address higher. It can describe their work. The title *Dr* short for *Doctor* generally reserved for a medical doctor (MD) or have a Ph.D in hard sciences. Other title such as *Mr*, *Ms*, *Mrs*, *Miss*, or *Ma'am* is generally used to people who are foreign or can be used title for the foreign. For example:

- 1) Mr for men.
- 2) Mrs for married women.
- 3) Ms does not indicate if the person is married or not. Some women take on their husband's surname.
- 4) The title Mrs when they get married. Some women prefer to keep their surname and use the title Ms.
- 5) Miss also indicates single status or not married. The use of Miss is less common among younger women.
- 6) Sometimes people use the words "ma'am," "miss" or "sir" in a service situation. This is because when younger as a speaker does not know the name of the addressee, but they want to be polite and respect the addressee.

Similarly, titles like *Sir* or *Madam* are generalized variants of the T(title) category, i.e., generic titles (Wardhaugh, 2006).

b. First Name (FN)

In addressing term using first name the speaker uses the first name to address, such as *Jack* or *Lily*. According to Wardhaugh in (Widiatmaja, 2014), "The use of first name in communication indicates equality and familiarity, intimacy and in the same time it also shows an effort to assert some power to other people." It means using first name indicates equality and familiarity, intimacy and shows an effort to assert some power. Beside that, forms like *Mack*, *Buddy*, *Jack*, or *Mate* are generic first names (FN), as in 'What's up, Mate?' or 'Hey, Mack, I wouldn't do that if I were you.' (Wardhaugh, 2006).

c. Last Name (LN).

In addressing term using last name, the speaker uses the last name to address. Use last name when speaking about public figures such as actors.

According to Chaika (1982), "... the use of last name indicates that the speaker is more superior than addressee." For examples, *Smith* from *John Smith*, *Ruth* from *Ann Ruth*, etc.

d. Nickname

Nickname is short name or familiar name from of person's name. Like the name *Catherine*, who is nickname is *Katte* or *Kattie*.

Chaika (1982) says, "...this type of address terms is used in communication by the speaker and the addressee that has an intimate relationship, such as between close friends." So, the use of Nickname is not only to show familiarity between speaker and the addressee, but also intimacy between them.

e. Some combination of these (title and first name or title and last name)

In use addressing term with title and first name or title and last name usually used in formal situation. This is used to show respect and polite. Usually use the title alone, or the title and first name (although sometimes use a job title).

Based on Brown and Ford's study (1961), there is asymmetric (inequality) in using address terms. Their study was based on an analysis of modern plays, the naming practices observed in a business in Boston, and the reported usage of business executives and children in the mid-western United States and in 'Yoredale' in England (Wardhaugh, 2006:268). They report that the asymmetric use of title, last name, and first name (TLN/FN) indicated inequality in power, that mutual TLN indicated inequality and unfamiliarity, and that mutual FN indicated equality and familiarity. The switch from mutual TLN to FN is also usually initiated by the more powerful member of the relationship (Wardhaugh, 2006).

So, it can be concluded that the use of address terms is not only in a symmetrical (equality) for instance the use of nickname (N) and first name (FN), but also in asymmetric (inequality) for example the use of title (T), last name (LT), and some combination of these (e.g., title and last name-TLN).

2. Addressing Term Using Kinship

Some languages actually employ what they regard as kinship terms for people as address forms. Using addressing terms Kinship such as "Father", "Mother", "Aunt", and etc. The kinship term is related to generation and age-oriented." The kinship system itself is generation and age-oriented with terms for both the paternal and maternal sides. Kinship defined relationships between individuals who are commonly thought of as having family ties.

3. Addressing Term Using Respect

In addressing terms using respect such as gentleman and everybody. This is usually used in public spaces when addressing strangers.

4. Addressing Term Using Close Relationship Intimate

In addressing terms using close relationship intimate is commonly used by a speaker to address who has a special relationship such as a lover, a close friend such as "Darling", "Honey", or "Sweetheart". It indicates the terms of endearment for people we are very close to or to whom we want to show affection or friendship. It may combine with names.

5. Addressing Term Using Mockeries

Addressing term can be used by swearing or mocking. Addressing term of mockeries can usually be found in a school environment or in friendship. It can typically use offensive words. The terms like fool, idiot, freak, and shit are usually employed to mock someone.

B. Social Factors in Using Addressing Term

In communication, people will talk to other people in different ways. People have different ways of greeting each other depending on what context they are in a formal or informal situation. When they address someone, there are some factors which will affect the choice of addressing rules.

According to Wardhaugh (2015) "Social factors usually govern our choice of terms: the particular occasion, the social status or rank of the other, gender and age, family relationship, occupational hierarchy; transactional status (i.e., a service encounter, or a doctor-patient relationship, or one of priest-penitent), race or degree of intimacy." It means that social factors is an

important role in using address terms this is due to the relationship of family, age, sex, the hierarchy of work, transactional status and level of intimacy in shaping the address terms.

Furthermore, the use of addressing terms most commonly used by people is mention the name (first name, last name, nick name, title or some combination title and name) besides that there are several types such as addressing terms using kinship, it is usually used when there is a family relationship between speakers, then addressing term using respect, it can be found in the public space as respect for the strangers, and addressing using intimate relationship, that kinds can be found in couple or to bestfriend such as "Darling", "Honey", or "Sweetheart", and lastly addressing terms using mockeries, it is typically use offensive words.

There are several social factors that govern the terms in using addressing terms such as :

1. Social Status or Rank of the Other.

It is one of the factors that can affect people in using certain type of address terms. According to Chaika in Widiatmaja (2014), "The superior will receive title plus last name when he or she is being addressed. She adds that title plus last name also given to the superior and to relative strangers." This type of address terms indicates inequality in power between the speaker and the addressee. When the people added Dr. and last name it shows that the speaker and the receiver has a different status.

2. Age and Gender.

Age and gender are the important components of the factors that can affect people in using certain type of address terms, such as in using Mr, Ms, Mrs., Miss, Ma'am or Sir. According to Chaika in Widiatmaja (2014), "Age is a determinant factor in the use of title plus last name. An older person usually prefers being addressed 'Mr', 'Mrs', or 'Miss', especially when they are addressed by younger people." This explains when a younger speaker chooses to use Mr, Ms, Mrs., Miss, Ma'am or Sir to an elderly person. It shows that a younger person is very respectful of his or her interlocutor because of the age difference and explains that it is common forms of address terms are appropriate depending on gender identity and marital status.

Mr for men and use Mrs. for married women. Ms does not indicate if the person is married or not. There are some women who after marriage take the surname of their husbands into last names and use title Mrs, and some women who after marriage choose to keep their surname and use title Ms. Miss also indicates single status (not married). The use of Miss is less common among

younger women. Sometimes, people use the words "ma'am," "miss" or "sir" in a service situation. This is because they do not know your name, but they want to be polite.

3. Transactional Status.

It is one of the factors that can affect people in using certain type of address terms. Wardhaugh in Widiatmaja states, "Transactional status is a relationship between two sides like a doctor with a patient or a priest and a penitent. This kind of relationship indicates inequality power which presents in a certain institution like in a hospital or a church. Race in certain society will also determine people in the way they choose certain type of address term" (Widiatmaja, 2014).

Thus, transactional status is one of the social factors in forming address terms because it shows the relationship of inequality power which presents in certain intuition such as in patient hospital and doctor, teacher and student.

4. The Occupational Hierarchy.

In the case of the occupational hierarchy, sometimes it may be little difficult since sometimes the superior is younger than the subordinate. According to Wardhaugh (2015) "Hierarchical structure those at the bottom seek to minimize their difference in status from those at the top and those at the top seek to maximize that difference." It indicates that the people involved try to maintain or maximize and minimize their status. Like the people who are in the position bottom seek to minimize their difference in status and for the people who are in the top position, they will maintain and maximize their status. Generally, the occupational hierarchy can be found in areas of work such as in the military, and the business world will also affect the choice of the address terms.

5. Race.

Race, in certain society, will also determine people in the way they choose the certain type of address term. According to Wardhaugh in Widiatmaja states that "In southern states of the United States black people will be addressed by her/his first name in a situation where it is actually requires titles" (Widiatmaja, 2014). Thus, inter-connection between races and the address term can be indicated with the addressing by the first name for blacks in the southern United States in situations where the actually requires titles.

6. The Degree of Intimacy.

The degree of intimacy will also affect people's choice of address terms. It can also see the intimacy and distance between speaker and addresser.

According to Brown and Gilman in Krisnanda, "There are two important factors that influence the relationship between the speaker and the addressee. They are power and solidarity. They argue that "power" is easier to define than solidarity. "Power" is a self explanatory, but "solidarity" tends to relate with the intimacy between the speaker and the addressee – how close they are and how many social features they have (religion, sex, age, region of origin, race, profession, hobby, etc). (Krisnanda, 2014). This means "solidarity" relates to the intimacy between the speaker and the addressee. In social life, solidarity can show the closeness of the relationship between the speaker and the addressee so that they can know how close the relationship of intimacy is intertwined.

Wardhaugh (2015) says that, "Knowing and using another's first name is, of course, a sign of considerable intimacy or at least of a desire for such intimacy. Using a nickname or pet name shows an even greater intimacy." Address someone by name may indicate an intimacy sign between the speaker and the addressee, it can also be evidence that there is a desire for such intimacy from the speaker to the addressee. Intimacy can also be established between the owner and his pet. Pet names are usually used in informal situations that can result in greater intimacy.

In a movie, there are two kinds of communication. They are spoken and written communication. The example of spoken communication can be seen from the conversation among the characters. When the characters in the movie interact with one another, it cannot be avoided that they will use more than one address terms. As stated previously, the way people address others is influenced by many factors and it may become an obstacle for the audience to understand the film. Based on the phenomena of address terms, there are several problems found in this movie.

The writers choose *Love, Rosie* movie as a source of a research material. The writers choose this movie because in this movie shows much describing real-life conversations of children, teenagers, adults, and the elderly. *Love, Rosie* movie release on 22nd October 2014. It is comedy and romance movie with the movie stars such as Lily Collins, Sam Claflin, Tamsin Egerton. The movie is based on the 2004 novel by Cecelia Ahern with the same title. This movie is directed by Christian Ditter and written screenplay by Juliette Towhidi. Therefore, this paper, which is entitled "An Addressing Terms Investigation on Love, Rosie Movie (2014)", eventually, is going to reveal the question from the statements of the problem arising within it.

II. RESEARCH METHODOLOGY

In this research the writers used a descriptive qualitative method. Because the writers intend to describe the types of address terms and describe the reasons of using each type of address terms used in movie. The data of the study were expressions that include address terms. The source data was the *Love Rosie* movie manuscript. The writers used documentation and observation as the method of collecting data in this research. The steps as follows; watching the movie, noting all the address terms in the movie manuscript, re-typing all the expressions contain address terms in movie manuscript, and analyzing the data which contain address terms in movie manuscript.

According to Moleong (2007) "Descriptive research is a type of research which does not use calculation or numerating. This method is implemented to reach the objectives of the study". It can be seen that the writers intend to observe the analysis process. This research only described the words or phrases that contain with addressing terms.

The data were analyzed through descriptive analysis technique. In analyzing the data, the researcher followed the steps; documenting the expressions that include addressing terms, analyzing the types of addressing terms, analyzing the reason of using address terms, and making the conclusion and suggestion based on data analysis.

For collecting the data, the writers used the library research. The data taken from the movie as the source of the data. The main technique to collect the data was the observation where the research of observe the object directly in order to get the real data from movie where the object exists. To describe the process, the writers used our own instrument, so that the results might be subjective. The first procedure was taken by the writers is collecting the data from movie. The second, the writers tried to understand the data. Third was choosing the theory that suitable with the analysis. After that, the writers looked for data from library, internet, and read kinds of books which are related to the title. Then, the writers analyzed the data.

III. RESULTS AND DISCUSSIONS

1. The Kinds of Addressing Terms

In this kind of addressing terms, based on what Wardhaugh (2006) and Chaika (1982) have declared, the point stated that, the character addresses the others by calling their names such as full name and first name.

Datum 1

Teacher: **Alex Stewart?** (the teacher reprimands Alex)

In this conversation, the teacher called Alex by his full name, Alex Stewart. Alex had full name Alex Stewart. This conversation happened when the teacher rebuked Alex. She became angry because her student cheated during the exam.

The using of full name Alex Stewart directly means that the speaker knows about the interlocutor. She expressed about her anger using direct addressing name. Moreover, the teacher used the high tone to rebuke and called the full name of Alex. In this case, the writers can deduce that the function of addressing the full name is to rebuke directly to the interlocutor. She used the full name not only to call someone directly but also reprimanded the interlocutor.

Datum 2

Alex : OK. Fine, I will. **Bethany? Bethany**, hi.
Bethany : Hi.

The **Datum 2** expresses the different condition. Alex only called his friend using the nick name Bethany without using full name Bethany William. The function of this addressing is to make friendly and closely conversation. Alex purposely used this term to call his close friend. Using the nick name, the writers conclude that the function of the nick name in addressing term makes the conversation becomes informally, besides the conversation becomes familiar.

Datum 3

Rosie : Um, Ruby would you mind showing our guest upstairs to his room? Please.

Ruby : Sorry, **chief**, but I'm really busy doing files right now.

Another condition is showed in Datum 3. Rosie asked the help from Ruby. Unfortunately Ruby could help Rosie because he was busy. From the Datum 3, the writers found another type of addressing term namely addressing someone using their title. The word *chief* refers to Rosie as the leader. The usage of the word chief has a purpose to respect the interlocutor. The addressing term using the title makes the conversation becomes formal.

Through this data, the writers sum up that there is an element to make the conversation becomes formal namely adding the title of addressing term in the conversation. The additional of title in the conversation expresses the respectful to the interlocutor.

Datum 4

Teacher : Right, Rosie Dunne, get yourself down to the Headmaster's office.

Alex : No, no, no, it was my fault, **Mr. Simpson**.

Datum 4 tells about Alex who made the teacher mad, so he became angry. The teacher ordered Alex to meet the headmaster. Alex tried to defend his self and wanted to get the mercy from

the teacher.

The Datum 4 shows that the function of the title and the name makes the conversation more formal than Datum 3. The difference between the Datum 3 and Datum 4 lies in the usage the name after the addressing of title. The word *Mr Simpson* can reveals there is some gap in the conversation. The speaker not only wants to give the respect to the interlocutor but also dreads to the interlocutor. *Mr Simpson* as his teacher had an authority to give the punishment. Alex felt dread to his teacher. So, he called his teacher with the name and the title to address him.

Through the Datum 4, the writers conclude that there is an element to make the conversation becomes more formal. Through adding the title and the name after it, the sensation of the formal conversation appears.

Datum 5

Rosie : They have food in America, Mum, and I'm guessing washing machines.

Alice : It's so far away!

The Datum 5 shows the usage of kinship in the addressing term. Rosie called Alice *Mum* to show the kinship. Uniquely, the difference between Datum 3 and Datum 5 lies in the function of the addressing term. The Datum 3 makes the sensation of the conversation become formal, while the adding of kinship in Datum 5 makes the conversation becomes informal.

The usage of kinship in addressing term creates the conversation becomes warm and close. The word *Mum* made the interlocutor became familiar with the speaker.

Through the Datum 5 the writers found the phenomenon of linguistic that the addressing term can change the atmosphere of the conversation. Through the usage of kinship in addressing term make the conversation becomes familiarity and intimacy.

Datum 6

Alex : Hey Baby, that thing we were talking about earlier.

Bethany : Ask her now.

Datum 6 shows the condition of the intimacy. Through the conversation in Datum 6, the speaker wanted to show the closely relationship with Bethany. The usage of the word *baby* did not express Bethany was young, fragile as a baby but it expressed the closely and intimacy relationship. The word *baby* wanted to show they were a couple in love. Alex addressed his girlfriend using the relationship intimacy addressing. The difference between Datum 5 and Datum 6 lies from the purpose of addressing term. The aim of Datum is 6 to show the feeling of intimacy, while Datum 5 shows the close relationship in the kinship. Uniquely, both of them create the closely

atmosphere in the conversation.

Through this data, the writers make a conclusion that the additional of addressing term using the intimacy relationship makes the conversation becomes warm and intimacy. The purpose of intimacy in addressing term is to show the feeling of the speaker.

Datum 7

Greg : Anything, Rosie! I'm begging you!

Rosie : Just get up, you idiot! Look. If this were about me, I'd be driving you to the airport right now!

Datum 7 shows that Rosie was angry with Greg. The word *idiot* emphasized the condition of anger. She was not only angry with Greg but also mockery Greg because of his action. The addressing term using the word of mockery irritated the interlocutor's feeling. Through this Datum, the writers deduced two things. The first, the purpose of the usage of the mockery in the addressing term is to show the angry, peevish and annoyed from the speaker. The second, the writers found the respond and the effect from the interlocutors. The mockery creates the bad atmosphere in the conversation. The additional of mockery in addressing term irritates the interlocutor's feeling.

2. The Usage of Addressing Term

In this part the writers divide the data into many parts. The classification of the data is based on the usage of the addressing term.

Datum 1

The Occupational Hierarchy.

Rosie : Um, Ruby would you mind showing our guest upstairs to his room? Please.

Ruby : Sorry, chief, but I'm really busy doing files right now.

Datum 1 shows there was a gap between Rossie and Ruby. The gap happened when Ruby said *chief* to address Rossie. Through this Datum, the writers analyze that the usage the word *chief* makes a gap in the conversation. There are the headship and the liegeman. The utterance of *chief* wants to show there is status or rank in sociocultural. It also shows that there is a class of labor. The utterance of *chief* also wants to show the phenomenon of the real life, the social status makes the person getting the high respect.

Through this Datum 1, the writers conclude that there are 3 functions of the usage the addressing terms. The First, it makes the gap in social class between the headship and labor because there is the occupational hierarchy. The second is through the utterance *chief*, the person gets the difference respect from their employee. The third is the usage of the addressing word *chief* makes the person gets difference respect from another.

Datum 2

Gender

Alex : **Sweetie**, not now. Okay?

Selly : It's ok....

Datum 2 shows Alex called Selly using the addressing term *sweetie*. The statement of Alex wanted to portray the close relationship. Although there was not special relationship between them, he addressed his friend with the word *sweetie*. The *sweetie* itself is always to perform something good.

Through the conversation, the speaker wants to show the condition of his interlocutor. It can be the interlocutor is a beautiful woman. In the sociocultural, the word *sweetie* always refers to the woman. The women as the special creature have the correlation with the beauty and something sweet. It's so weird if the word *sweetie* refers for the man. So the phenomenon of the usage the word *sweetie* in addressing term wants to portray the gender in the collocation of sentence. The writers conclude that there is correlation between the custom in sociocultural and the addressing term to make gender in selection of diction from the conversation. The word *sweetie* is the proof that there is influence of the custom and habit in linguistic process. The word *sweetie* is always refers to women and it has the meaning gender.

Datum 3

Degree of Intimacy.

Rosie : My life's over, **Dad!**

Dennis : Wait 'til you become a grandparent.

Datum 4Alex : Hey **Baby**, that thing we were talking about earlier.

Bethany : Ask her now.

In this data, the writers divide into two types. The first type is the addressing term using the kinship. The second is the addressing term using the intimacy term. Both of them create the atmosphere of intimacy. The usage the utterance *dad* and *baby* make the conversation become informal and warm.

The Datum 3 expresses the close relationship in kinship. The addressing word *dad* shows the close relationship with the speaker. Rossie did not call Dennis with father, or daddy. He only used the word *dad* to express the intimacy between Rossie and his father.

While the Datum 4 uses the word *baby* to express and show the feeling of belonging in intimacy form. The word *baby* refers for something cute and loveable. Alex as the speaker wanted to show his feeling and his possessing. He revealed his love to his couple using the addressing word *baby*. The utterance *baby* makes the conversation become intimacy, closely and warm.

Through data 3 and 4, the writers conclude that the selection diction of the addressing term in intimacy degree express the affection and

adjacency. Moreover, the usage kinship and intimacy address make the conversation become informal, friendly, cordial and closely.

IV. CONCLUSION

After identifying and analyzing the data on previous chapters, the writers found several conclusions. From the data analysis, the writers found that there are seven types of addressing terms which are used in *Love Rosie* movie script, such as addressing term using name, addressing term using title, addressing term using combination of the title and name, addressing term using kinship, addressing term using intimacy (close relationship), and addressing term using mockery. From the usage of addressing terms, the writers found three factors of addressing terms. They are the occupational hierarchy, gender and degree of intimacy. The result of the research, the writers found the influence from custom and habit in the linguistic term. The atmosphere of conversation can depend on the selection of the diction in the addressing term.

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